

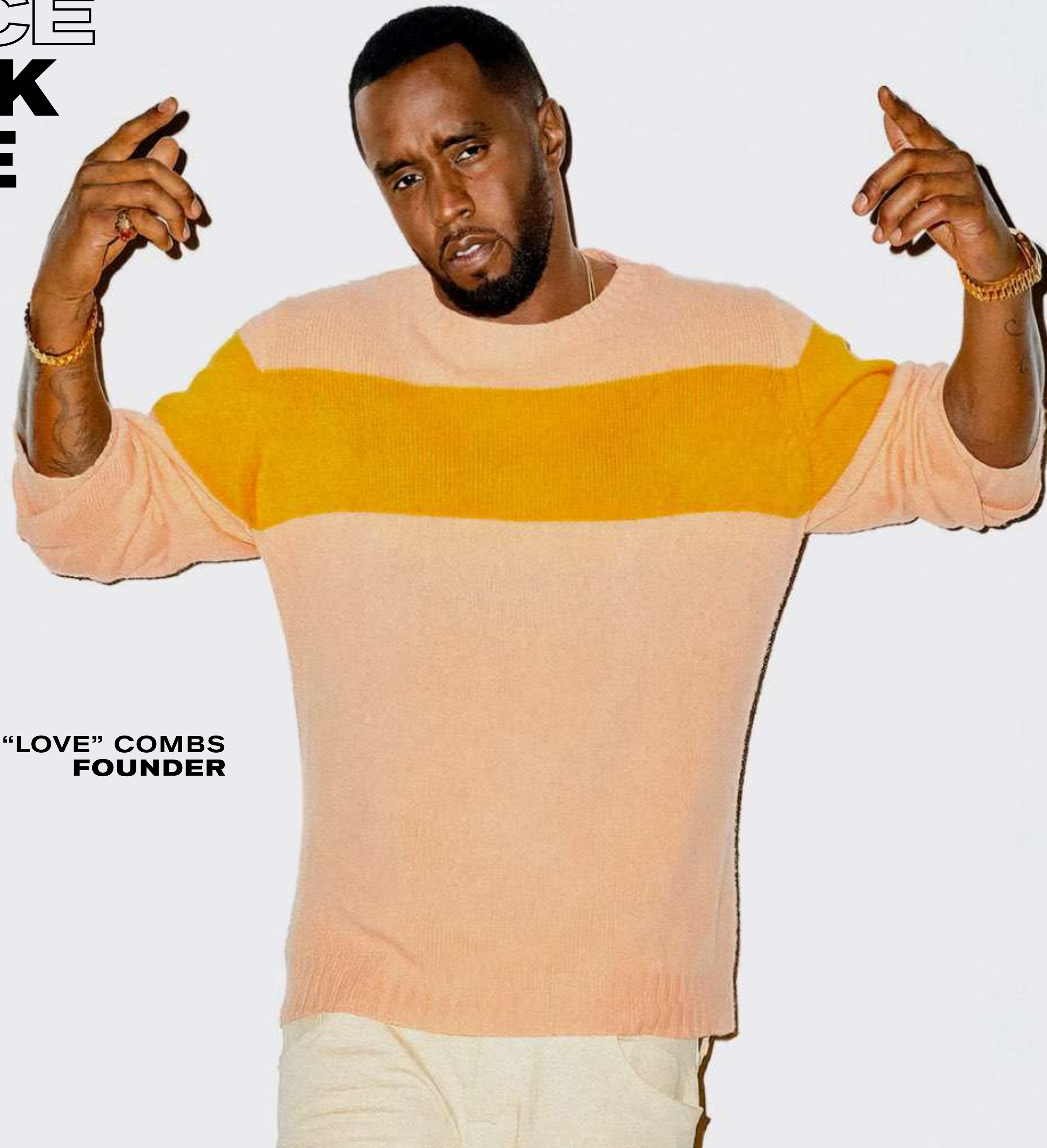
REVOLT

MEDIA KIT



THE VOICE OF BLACK CULTURE

REVOLT



SEAN "LOVE" COMBS
FOUNDER

We're witnessing a watershed moment in history. From music and sports, to politics and social impact — The future is being actively designed by Black creators and cultural leaders determined to reshape how the world works.

More than ever, the power of Black culture is undeniable, and the global influence of Hip Hop remains unrivaled. Yet, despite Black culture driving global culture, Black-owned media receives less than 2% of total ad spending. REVOLT is here to change that.

From the REVOLT Podcast Network, REVOLT Black News, and the REVOLT App, to our thriving linear network and expansive digital footprint, **REVOLT stands as the most valuable brand in Hip Hop.**

MESSAGE FROM LEADERSHIP

REVOLT

DETAVIO SAMUELS
CEO



We are building the largest Black-owned media company for creators across the diaspora. REVOLT is on a mission to change the narrative of Black culture globally by growing our ecosystem that gives Black storytellers access to the platforms, resources and support needed to engage a global audience.

We want to work with brands who share our commitment to empowering Black creators, advancing Hip Hop culture, and making bold moves that will redefine the future of media.

Whether working with our award-winning brand studio [000000], advertising across our multi-platform network, or tapping into our extensive network of prominent Black creators - **The time is now to join the Revolution.**

BEYONCÉ

AUDIENCE
PLATFORMS
SHOWS
PODCASTS
OFFERINGS



BEYONCÉ

DIGITAL AUDIENCE

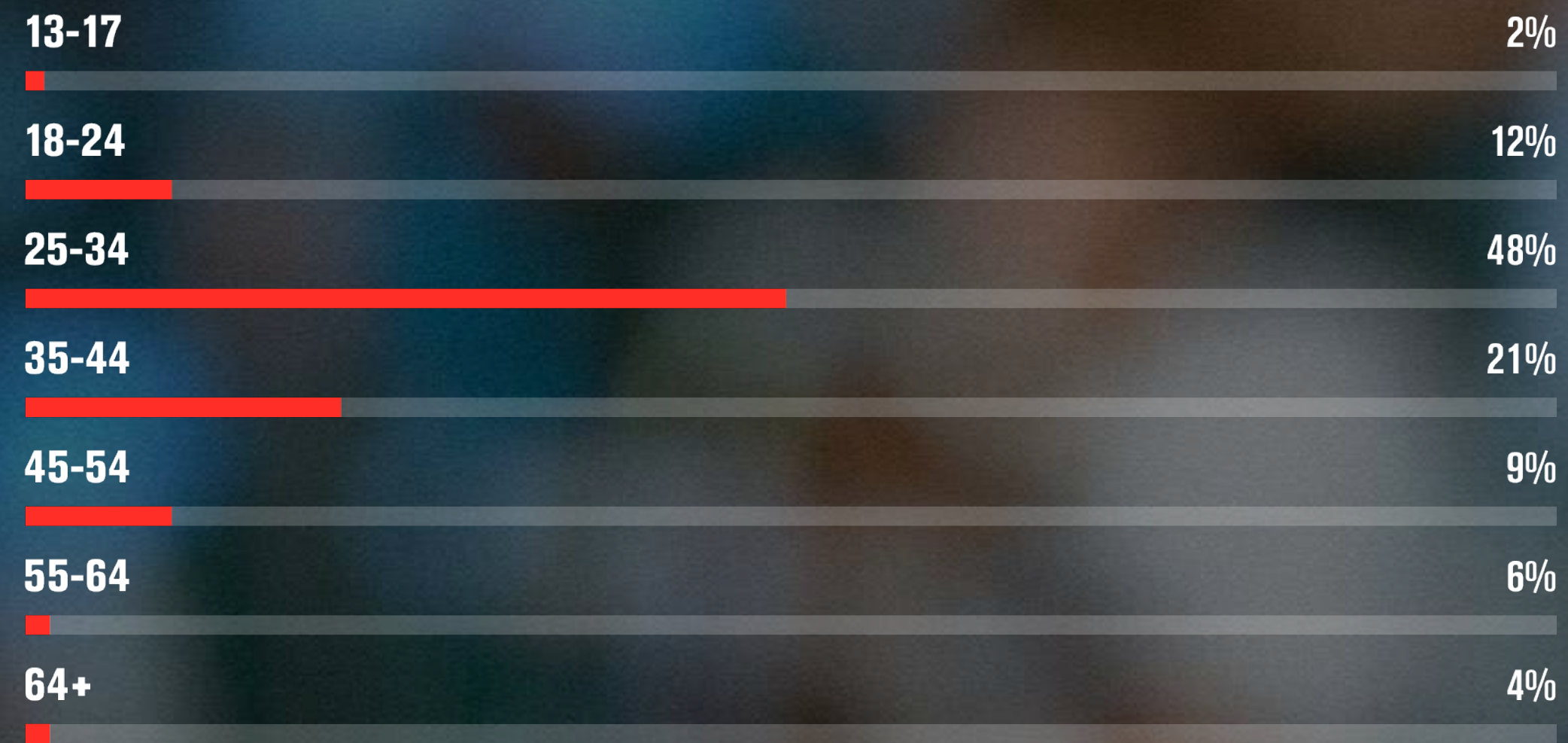
GENDER



RACE



AGE



AUDIENCE PERSONAS

RESOLUTE GO-GETTERS

Their hustle-driven mentality fuels their ambitions and career success, overall cultivating a reservoir of skills that allows them to excel in more entrepreneurial pursuits.

- 77% of REVOLT's audience find being successful important | +47% more likely*
- 73% of find making money important | +69% more likely*



AUDIENCE PERSONAS

EXPERIENCE SEEKERS

They aim to be both culturally explorative and informed, striking a balance between fun-seeking and cautious especially when charting new territories.

- 65% like to explore the world | +26% more likely*
- 55% are interested in travel | +20% more likely*
- 51% are interested in music festivals | +3x more likely*



AUDIENCE PERSONAS

SOCIAL JUSTICE WARRIORS

REVOLT's audience champions social justice initiatives that prioritize human welfare, sustainability, and equitable labor practices.

- REVOLT's audience champions social justice initiatives
- 59% find making a difference important | +43% more likely*



AUDIENCE PERSONAS

CULTURAL TRENDSETTERS

They remain abreast of the latest trends in fashion, technology, and the arts to inspire their creative endeavors and elevate public perception around their expressive lifestyles.

- REVOLT's audience is +69% more likely* to want to be the center of attention
- 62% like to take care of their appearance | +26% more likely*



AUDIENCE PERSONAS

ENTERTAINMENT ENTHUSIASTS

Through video games and sports play, they seek like-minded communities where they can satisfy their competitive needs and foster meaningful connections in real time.

- REVOLT's audience is 82% more likely* to be interested in esports
- 38% of REVOLT's audience plays video games for fun | +20% more likely*



REVOLUTION

AUDIENCE
PLATFORMS
SHOWS
PODCASTS
OFFERINGS



REVOLUTION

REACH

“Hip hop is the #1 streaming genre in the world”



55 MILLION

HOMES THROUGHOUT THE US



2.4 MILLION

YOUTUBE SUBSCRIBERS



1.8 MILLION

INSTAGRAM FOLLOWERS



1.5 MILLION

TIKTOK SUBSCRIBERS

REVOLT engages Millennial and Gen Z audiences across TV, digital, app, podcast, live events and social platforms through original and curated content that is authentically hip hop.

CARESHA
please

TV

This linear cable channel launched in 2013 with a mission that is being fulfilled as the voice of Hip-Hop.

Live. Linear. Real time. HD. With VOD and out-of-home TVE* rights.

(*TV everywhere)

55M HOMES

THROUGHOUT THE US



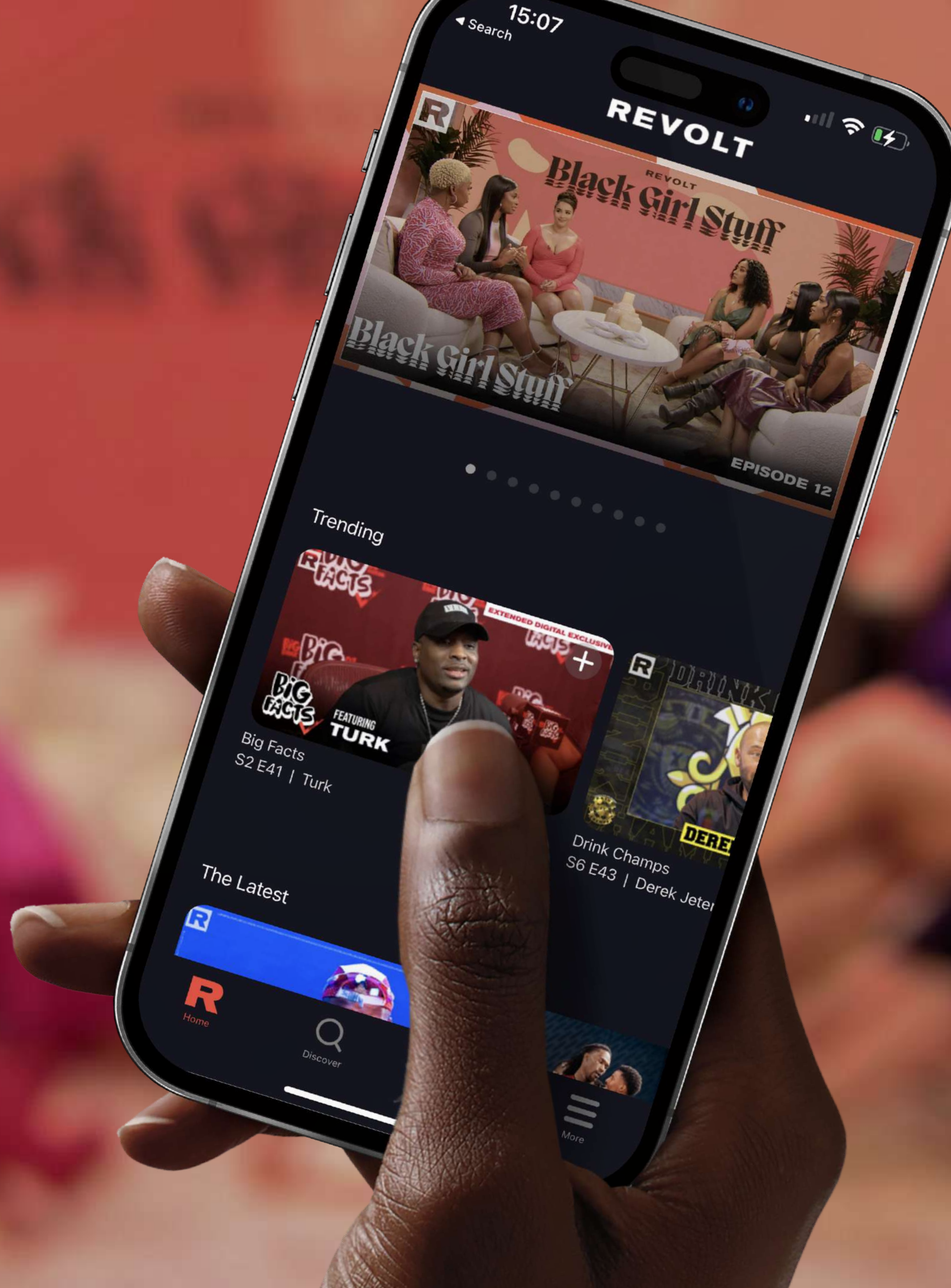
DIGITAL

REVOLT.tv is the online destination for the unapologetic, authoritative voice of HipHop culture, which includes rap and R&B music, social justice and news. Audiences stay informed through impactful editorial, curated newsletters, and up-to-date video content.



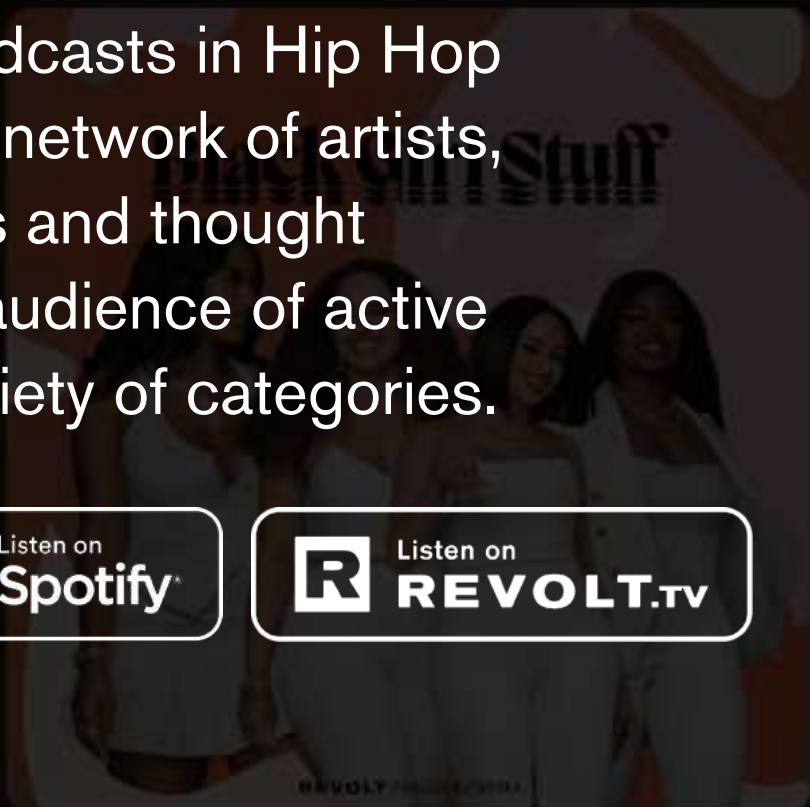
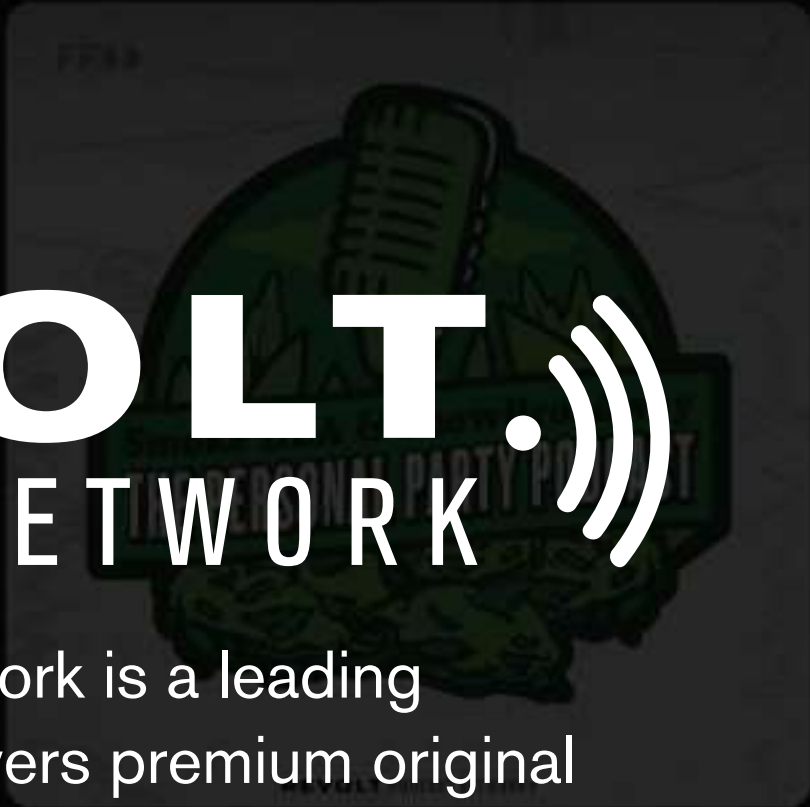
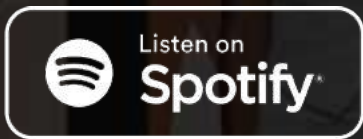
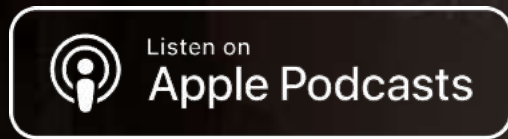
REVOLT APP

The best content from REVOLT. Watch select free episodes, exclusive originals, digital shorts, live events, and more.



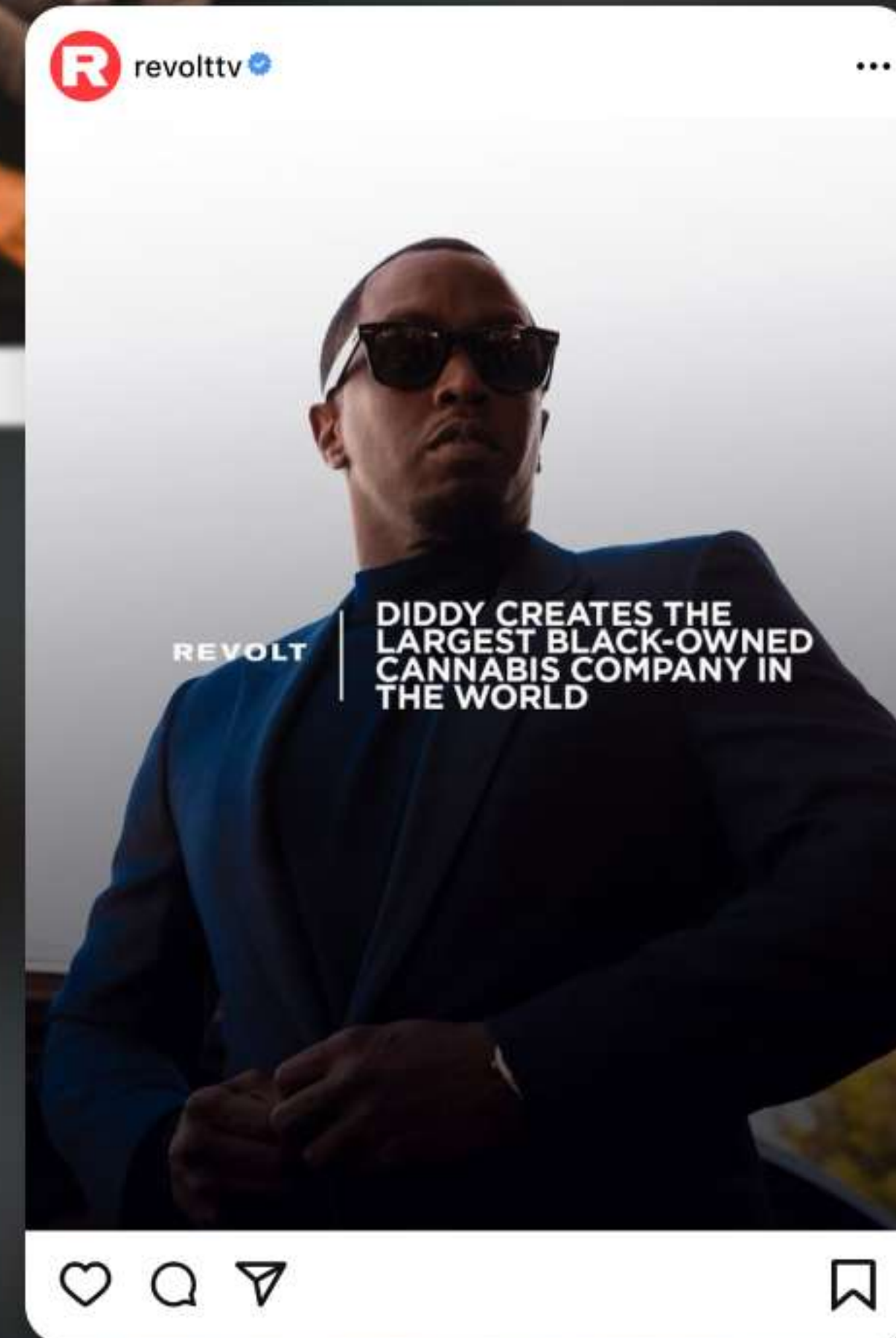
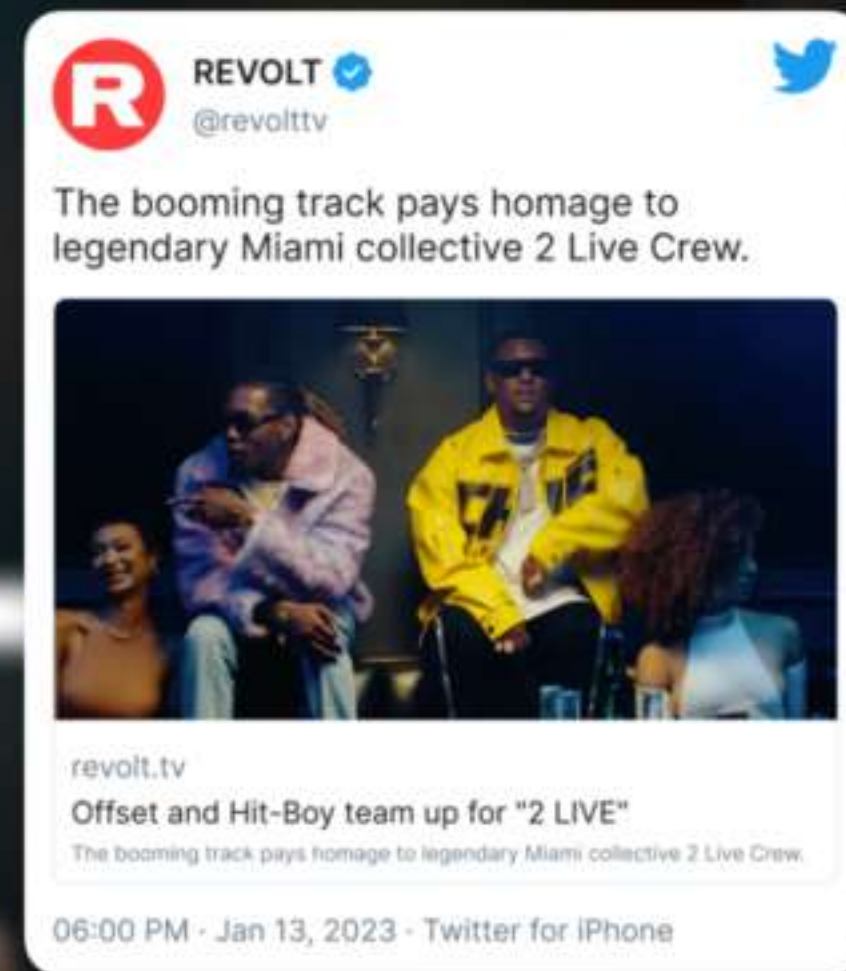
REVOLT. PODCAST NETWORK

REVOLT Podcast Network is a leading audio network that delivers premium original programming and connects advertisers with some of the biggest podcasts in Hip Hop and Black Culture. Our network of artists, influencers, entertainers and thought leaders reach a global audience of active listeners spanning a variety of categories.



SOCIAL

We engage audiences in real-time as they scroll through social feeds of TikTok, Instagram, Facebook and Twitter. These platforms deliver a space for audience commentary, cultural updates, REVOLT content and inspiration.



REVOLT SUMMIT

X  AT&T

REVOLT Summit elevates the voices and perspectives unique to the culture, fueling inspiration and ambition for today's emerging generation to reach new heights. From music industry experts to business entrepreneurs, to sports and fashion mavericks, to social justice crusaders and more - we gather the audiences that will shape and influence the course of matters unique to our culture.



FILM FEST HBCU EDITION

SHORT AND FRESH

FILM FESTIVAL

The HBCU Short & Fresh Film Fest is a daylong event featuring 3.5-4 hours of film screenings and panel discussions followed by a 2-hour networking event/afterparty all in one space.



EXPERIENTIAL

This pop-up performance and experiential series activates a chilled-out vibe for Gen-Z and Millennials at major cultural events. Each activation is customized to fit the needs of our community and brand partners.

REVOLT

REVOLT

AUDIENCE
PLATFORMS
SHOWS
PODCASTS
OFFERINGS



CONTENT SETS INTERNET ON FIRE

 **3.7 BILLION**
IMPRESSIONS

 **2X**
ENGAGEMENT

 **21 MIN VIEW TIME**
VERSUS TIK TOK WHERE AVERAGE VIDEO IS 3.3 SECONDS



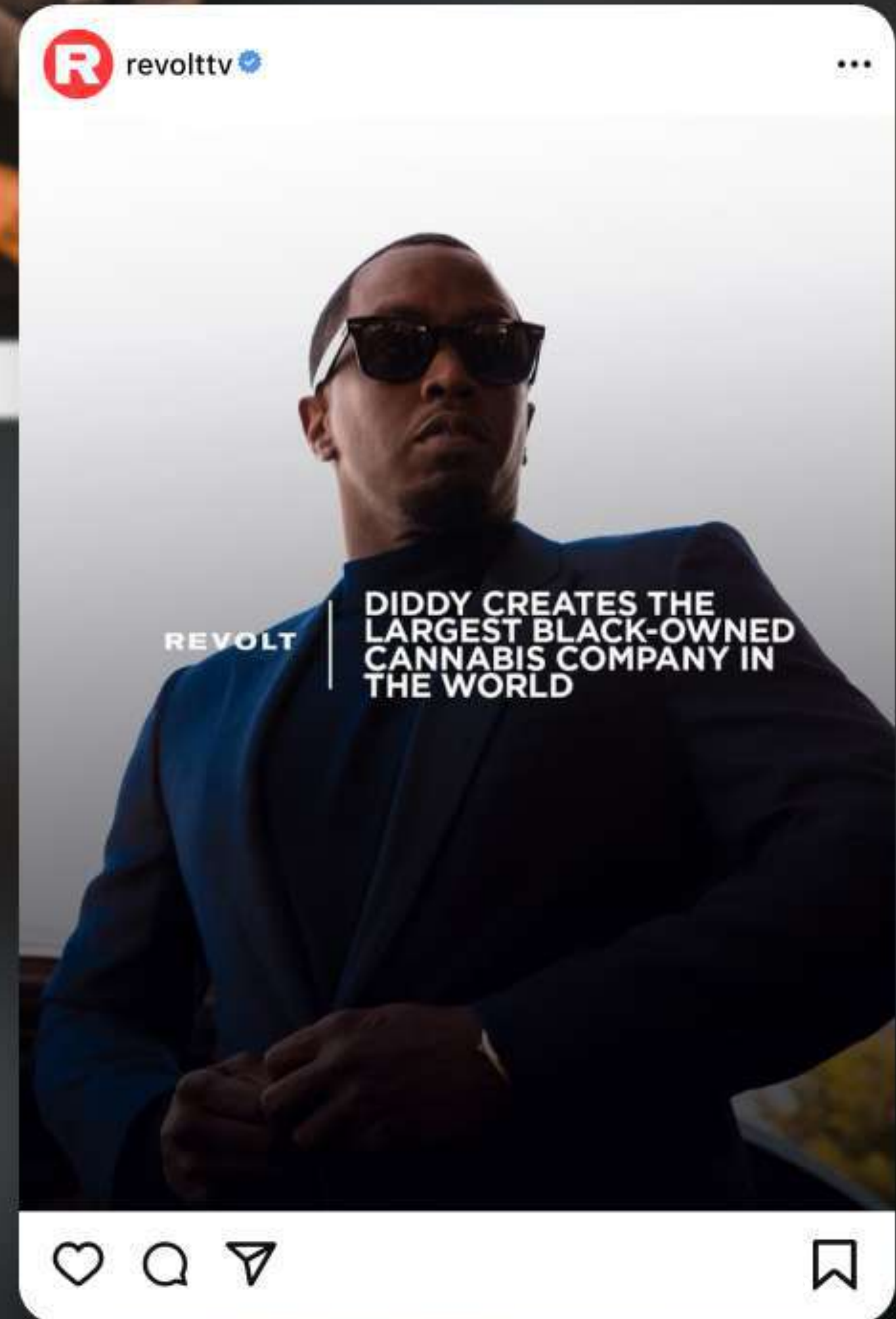
REVOLT @revolttv

The booming track pays homage to legendary Miami collective 2 Live Crew.




revolt.tv
Offset and Hit-Boy team up for "2 LIVE"
The booming track pays homage to legendary Miami collective 2 Live Crew.

06:00 PM · Jan 13, 2023 · Twitter for iPhone



REVOLT revolttv



REVOLT | **DIDDY CREATES THE LARGEST BLACK-OWNED CANNABIS COMPANY IN THE WORLD**

Instagram interaction icons: heart, comment, share, bookmark.



the **JASON LEE!** SHOW

The Jason Lee Show is a weekly talk show, raw and unfiltered in its approach. The series features segmented commentary by Jason Lee on trending topics and celebrity interviews with interactive games.

WATCH ONLINE





CARESHA

please

Host Yung Miami (of City Girls' fame) welcomes the biggest names in Hip Hop and entertainment for wild and unfiltered conversations about their lives, careers, relationships, and much more.

WATCH ONLINE





Hip-hop podcast that celebrates hip hop artists with 10 years or more in the game, hosted by N.O.R.E and DJ EFN. Inside stories, unapologetic expression, and non-stop laughs.

WATCH ONLINE





REVOLT

Black Girl Stuff

A dynamic vanguard of young Black women welcome cultural influencers and celebrity guests to weigh in on important Gen Z issues in this female-driven, unapologetically Black conversational series.

WATCH ONLINE





TCL

THE CREW LEAGUE

Watch the 10-team 4-on-4 basketball bracket-style tournament featuring the music industry's hottest young hip hop stars and their entourages.

WATCH ONLINE





ASSETS REVOLT X EYL OVER LIABILITIES

Join hosts Rashad Bilal and Troy Millings (of “Earn Your Leisure” fame) as they’re granted exclusive access into the personal lives and businesses of young entrepreneurs and celebrity guests to answer a critical question: are they working with assets... or liabilities?

WATCH ONLINE





LOVE & RESPECT W/ KILLER MIKE

Straight from Atlanta – the entertainer, businessman, activist, family man and community leader launches Love & Respect with Killer Mike – a fresh interview series lead by a voice to bridge communities

WATCH ONLINE





REVOLT
**BLACK
NEWS**

REVOLT BLACK NEWS is a groundbreaking, multi-platform news show focused on elevating social justice, culture & entertainment and lifestyle matters for Black America.

WATCH ONLINE





DROP **REPORT**

FEAT **WEAVAHMAN JIM**

Hip-Hop legend Jim Jones and special guests present this fast-paced rundown on weather highlights, current events, new music, fashion trends, and more.

WATCH ONLINE





BIG FACTS

REVOLT

Hosted by Atlanta legends Big Bank, DJ Scream, and Baby Jade, Big Facts is the hugely popular hip Hop podcast which REVOLT transformed into a multi-platform weekly TV and digital show.

WATCH ONLINE





THE BLACKPRINT

The Black Print is a podcast where Detavio Samuels sits down with innovators, disrupters and change-makers laying the groundwork for the next generation of cultural leaders. His guests open up about every step of their journey and share lessons learned along the way to provide creators, entrepreneurs and executives with the tangible blueprint for navigating to the top of their industry.

WATCH ONLINE





Meta Money

REVOLT

Hosted by musician, model, artist and financial influencer Stockz, we cover the latest in NFT's, cryptocurrency and Web3.

WATCH ONLINE



AUDIENCE PLATFORMS SHOWS PODCASTS OFFERINGS



35





REVOLT | PODCAST NETWORK



POP LAW

103 EPISODES



POP LAW

REVOLT'S Pop Law Podcast hosted by attorney and creative storyteller Desireé Talley, keeps it real by meshing street smarts and book smarts to influence and educate audiences in both the legal and media industries.





BLACK WEALTH RENAISSANCE

The Black Wealth Renaissance is an Enlightened Talk Show on Money Consciousness. The podcast's goal is to normalize Black wealth and share helpful resources and tips that we believe will be useful in attaining and maintaining generational wealth. Guests have roundtable discussions on business industries, entrepreneurship and more.





REVOLT | PODCAST NETWORK



NICE & NEAT

71 EPISODES



NICE & NEAT

Three talented young Black men open up on thought-provoking topics such as the power of parents, transitioning within careers, and navigating relationships. The men of Nice & Neat are shifting culture and changing the narrative of what we often see in media as it relates to Black men.

Our hosts talk positively on relatable challenges and share with our audiences' tips on how to thrive in life daily.





BLACKBUSTERS PODCAST

The BlackBusters Podcast is a podcast focused on reviewing, celebrating, re-living and critiquing Black film. From the movies we all know and love to those hidden gems, there is no movie too big or small to be praised or roasted. Join our hosts Director/Screenwriter/Actor/Comedian Bigg Jah and movie/podcast connoisseur Tony Price as they explore the legacy, impact and influence of Black cinema.



REVOLT | PODCAST NETWORK



#CAREFREEBLACKGIRL

75 EPISODES



#CAREFREEBLACKGIRL

A podcast hosted by a group of multi-faceted women sitting down to discuss all things Carefree, Black and GIRL! Giving you the run down on the latest social issues, fashion trends, Black entertainment and self-care. What's the ga ga girls! Tune in each month and hashtag #CareFreeBlackGirl to stay engaged with the conversation.





REVOLT | PODCAST NETWORK

THICK THREADS

REVOLT | PODCAST NETWORK

THICK THREADS

15 EPISODES



THICK THREADS

Thick Threads is a hilarious podcast hosted by Persephanii and Patrick Cloud that focuses on the craziest most entertaining “threads” on social media!! Whether it’s a wild story on Twitter, a conspiracy on Reddit, or even a collection of ignorance on forums, Thick Threads will take you down the most random rabbit holes on the internet!



AUDIENCE
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REVOLT

REVOLT

#000000

Award Winning Creative/Content Agency

Created within Black-owned media publisher, REVOLT, this award winning agency has developed a model centered on their coded name. In hexcode, six zeros equates to black. We collaborate with emerging Black creators to produce attention-grabbing branded content. We are intentionally concepting to address inequities in the Black community, inspire change and/or evokes much needed positive emotions.

CAPABILITIES

CUSTOM CONTENT

COMMERCIAL CREATIVE

EXPERIENTIAL

CUSTOM IP



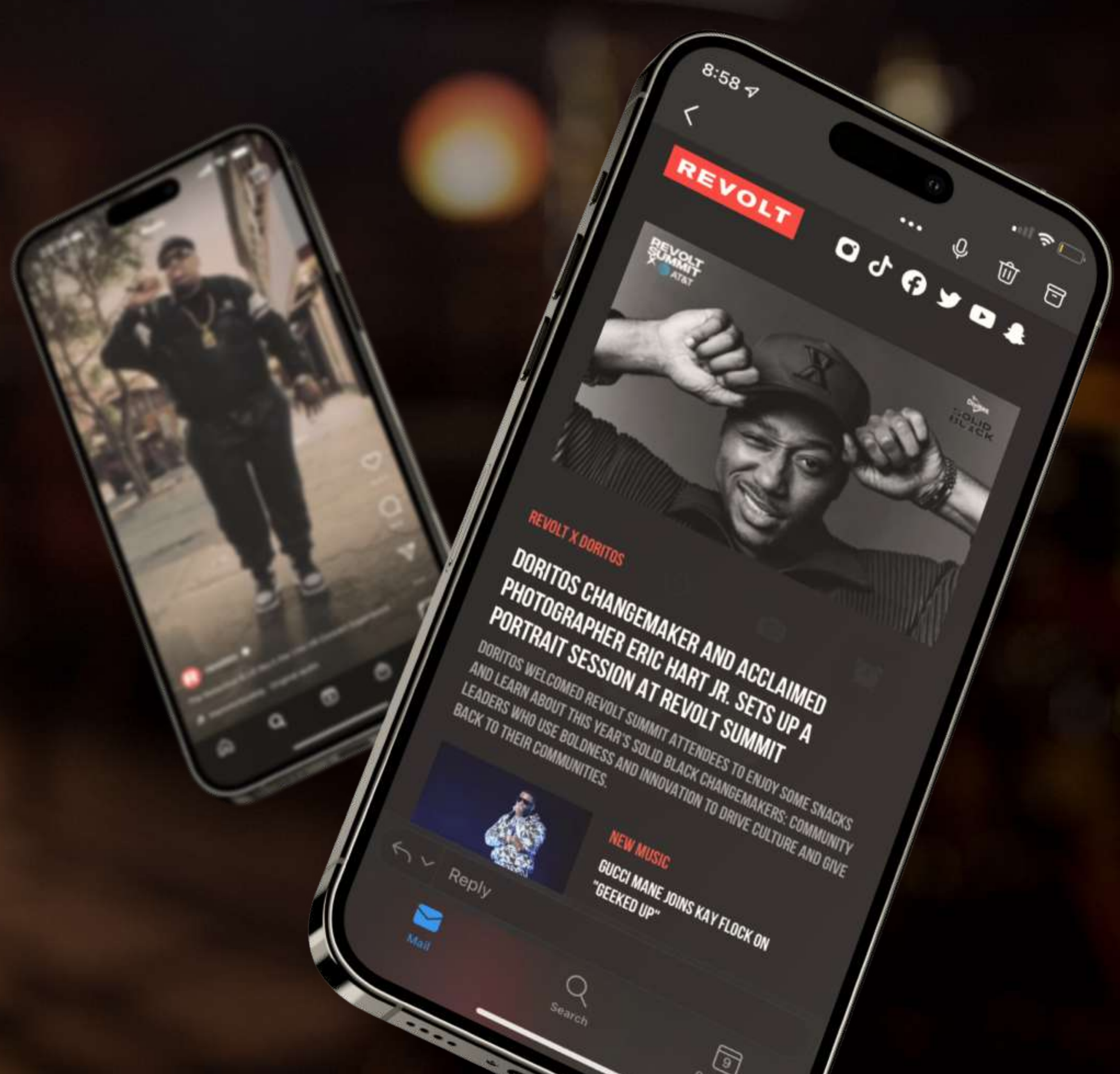
CUSTOM EDITORIAL

Our editorial franchises run across categories including current events, sports, music, sneaker culture, wealth and more. Additionally we create rich interactive digital experiences that drive our audience to take action.



DIGITAL MARKETING

Across our REVOLT ecosystem, we can distribute your creative assets within our REVOLT App, pre-roll video, banner ads, newsletter and social



REVOLT INSIGHTS 
INSIGHTS
LAB 

A physical pop-up lounge where we conduct research through filmed in-person interviews. Our latest INSIGHTS LAB was produced at REVOLT Summit Atlanta.



REVOLT HOUSE

We show up at cultural moments like SXSW, Coachella, and Art Basel to bring the our audiences memorable musical performances and experiences. Brands can join us with signage, bar, gifting, and other meaningful integrations



SHOW SPONSORSHIP

Your brand can gain awareness and engagement by surrounding our contextually relevant, hit shows with branded sponsorships, social media distribution and custom segments tailored to your messaging needs.



CREATOR VENTURES

Partner with us to give Black creators dream projects that offer them exposure, equity, and storytelling while delivering against your brand goals.



REVOLT



LET'S WORK TOGETHER

sales@revolt.tv

